



KSTU
5020 W. Amelia Earhart Dr.
Salt Lake City, UT 84116
(801)532-1300

CONTRACT

| | | |
|--|--|--|
| <u>Contract / Revision</u> 569939 / | | <u>Alt Order #</u> 9798417 |
| <u>Product</u> LOVE FOR UT-CD 4 | | |
| <u>Contract Dates</u> 08/21/12 - 08/27/12 | | <u>Estimate #</u> 821827 |
| <u>Advertiser</u> Love/R/Congress | | <u>Original Date / Revision</u> 08/21/12 / 08/21/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> KSTU | <u>Account Executive</u> Dan Driscoll | <u>Sales Office</u> Washington DC |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> 1046 | <u>Advertiser Code</u> LOVE | <u>Product Code</u> ORDR |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

And:

Smart Media Group LLC
814 King Street
Suite 400
Alexandria, VA 22314

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---------------|----|-------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|------|-----------|--------------------|
| N 1 | 13 | 08/21/12 | 08/27/12 | M-F 11a-12p | 11a-12p | | :30 | | | NM | 4 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/21/12 | 08/27/12 | MTWTF-- | | | | 4 | \$300.00 | | | |
| N 2 | 13 | 08/21/12 | 08/27/12 | M-F 3p-4p | 3p-4p | | :30 | | | NM | 4 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/21/12 | 08/27/12 | MTWTF-- | | | | 4 | \$250.00 | | | |
| N 3 | 13 | 08/21/12 | 08/27/12 | M-F 5a-530a | 5a-530a | | :30 | | | NM | 4 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/21/12 | 08/27/12 | MTWTF-- | | | | 4 | \$300.00 | | | |
| N 4 | 13 | 08/21/12 | 08/27/12 | M-F 530a-6a | 530a-6a | | :30 | | | NM | 4 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/21/12 | 08/27/12 | MTWTF-- | | | | 4 | \$300.00 | | | |
| N 5 | 13 | 08/21/12 | 08/27/12 | M-F 7a-8a | 7a-8a | | :30 | | | NM | 4 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/21/12 | 08/27/12 | MTWTF-- | | | | 4 | \$600.00 | | | |
| N 6 | 13 | 08/21/12 | 08/27/12 | M-F 8a-9a | 8a-9a | | :30 | | | NM | 2 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/21/12 | 08/27/12 | MTWTF-- | | | | 2 | \$600.00 | | | |
| N 7 | 13 | 08/21/12 | 08/27/12 | M-F 9p-930p | 9p-930p | | :30 | | | NM | 3 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/21/12 | 08/27/12 | MTWTF-- | | | | 3 | \$1,200.00 | | | |
| N 8 | 13 | 08/25/12 | 08/25/12 | Sa 4p-5p | 4p-5p | | :30 | | | NM | 1 | \$89.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/20/12 | 08/26/12 | -----S- | | | | 1 | \$89.00 | | | |
| Totals | | | | | | | | | | | 26 | \$11,889.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 07/30/12 - 08/26/12 | 20 | \$8,939.00 | \$7,598.15 |
| 08/27/12 - 08/27/12 | 6 | \$2,950.00 | \$2,507.50 |
| Totals | 26 | \$11,889.00 | \$10,105.65 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



KSTU
5020 W. Amelia Earhart Dr.
Salt Lake City, UT 84116
(801)532-1300

| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 569939 / | 9798417 |

| Contract Dates | Product | Estimate # |
|---------------------|------------------|------------|
| 08/21/12 - 08/27/12 | LOVE FOR UT-CD 4 | 821827 |

| Advertiser | Original Date / Revision |
|-----------------|--------------------------|
| Love/R/Congress | 08/21/12 / 08/21/12 |

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

Rep Order# 9798417 Ver# 3 Status Revised
EC'd Yes

Traffic Order#

Printed: 08/21/2012 12:53 PM
Last Received: 08/21/2012 12:32 PM
Showing Buylines: All Rep Revised Lines

2 of 3

Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL
Product LOVE FOR UT-CD 4
Estimate# 821827
Buyer Lindsay Hanlen
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E LOVE/ORDR/821827
Flight Dates 08/21/2012 - 08/27/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|-----|--------|---------|-----------------------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| | *45 | TU-F,M | 11A-12P | NEWS | :30 | \$300.00 | 08/21-08/27 | 4 | 1 | 4 | \$1,200.00 | |
| | | | | Sales Remark: V3 MG PACKAGE | | | | | | | | |
| | | | | V3 Added | | | | | | | | |
| | *46 | TU-F,M | 3P-4P | JUDGE JUDY | :30 | \$250.00 | 08/21-08/27 | 4 | 1 | 4 | \$1,000.00 | |
| | | | | Sales Remark: V3 MG PACKAGE | | | | | | | | |
| | | | | V3 Added | | | | | | | | |
| | *47 | TU-F,M | 5A-530A | NEWS | :30 | \$300.00 | 08/21-08/27 | 4 | 1 | 4 | \$1,200.00 | |
| | | | | Sales Remark: V3 MG PACKAGE | | | | | | | | |
| | | | | V3 Added | | | | | | | | |
| | *48 | TU-F,M | 530A-6A | NEWS | :30 | \$300.00 | 08/21-08/27 | 4 | 1 | 4 | \$1,200.00 | |
| | | | | Sales Remark: V3 MG PACKAGE | | | | | | | | |
| | | | | V3 Added | | | | | | | | |
| | *49 | TU-F,M | 7A-8A | NEWS | :30 | \$600.00 | 08/21-08/27 | 4 | 1 | 4 | \$2,400.00 | |
| | | | | Sales Remark: V3 MG PACKAGE | | | | | | | | |
| | | | | V3 Added | | | | | | | | |
| | *50 | TU-F,M | 8A-9A | NEWS | :30 | \$600.00 | 08/21-08/27 | 2 | 1 | 2 | \$1,200.00 | |
| | | | | Sales Remark: V3 MG PACKAGE | | | | | | | | |
| | | | | V3 Added | | | | | | | | |

Rep Order# 9798417 Ver# 3 Status Revised
EC'd Yes

Traffic Order#

Printed: 08/21/2012 12:53 PM
Last Received: 08/21/2012 12:32 PM
Showing Buylines: All Rep Revised Lines

Station KSTU-TV SALT LAKE CITY, UT

Advertiser () POLITICAL

Product LOVE FOR UT-CD 4

Estimate# 821827

Buyer Lindsay Hanlen

Phone#

Fax#

Agency () SMART MEDIA GROUP

814 KING ST, SUITE 400

ALEXANDRIA, VA 22314

Agency C/P1/P2/E LOVE/ORDR/821827

Flight Dates 08/21/2012 - 08/27/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () DAN DRISCOLL

Salesperson Phone# 202-955-5342

Salesperson FAX# 917-206-9589

LT Ln Day Time Program

Len

Rate

Dates

Spots/Week

of Weeks

Total Spots

Total Cost

Daypart

*51 TU-F,M 9P-930P NEWS

Sales Remark: V3 MG PACKAGE

V3 Added

:30

\$1,200.00

08/21-08/27

3

1

3

\$3,600.00

*52 SA 4P-5P MASH

Sales Remark: V3 MG PACKAGE

V3 Added

:30

\$89.00

08/25-08/25

1

1

1

\$89.00

—REPORT TOTALS—

Report Totals: 26 / \$11,889.00

—SALES MONTHLY TOTALS—

Aug 12: 20 / \$8,939.00

Sales Totals: 26 / \$11,889.00

Station Totals: 26 / \$11,889.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals

\$48,369

CABL 0%
KTVX 21%

KDLJ 0%
KUCW 0%

KJZZ 0%
KUTV 47%

KSL 6%
UNKB 0%

KSTU 24%
UNKN 0%

Books null
Demos RA35+

1 of 5

Salesperson FAX# 917-206-9589

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

| LN | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-------------|----|-----|---------|------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| 1 | 1 | TU | 11A-12P | NEWS | :30 | \$200.00 | 08/21-08/21 | 1 | 1 | 1 | \$200.00 | |
| Rating: 1.7 | | | | | | | | | | | | |
| 2 | 2 | W | 11A-12P | NEWS | :30 | \$200.00 | 08/22-08/22 | 1 | 1 | 1 | \$200.00 | |
| Rating: 1.7 | | | | | | | | | | | | |
| 3 | 3 | TH | 11A-12P | NEWS | :30 | \$200.00 | 08/23-08/23 | 1 | 1 | 1 | \$200.00 | |
| Rating: 1.7 | | | | | | | | | | | | |
| 4 | 4 | F | 11A-12P | NEWS | :30 | \$200.00 | 08/24-08/24 | 1 | 1 | 1 | \$200.00 | |
| Rating: 1.7 | | | | | | | | | | | | |
| 5 | 5 | M | 11A-12P | NEWS | :30 | \$200.00 | 08/27-08/27 | 1 | 1 | 1 | \$200.00 | |
| Rating: 1.7 | | | | | | | | | | | | |
| 6 | 6 | TU | 3P-4P | JUDGE JUDY | :30 | \$175.00 | 08/21-08/21 | 1 | 1 | 1 | \$175.00 | |
| Rating: 1.4 | | | | | | | | | | | | |
| 7 | 7 | W | 3P-4P | JUDGE JUDY | :30 | \$175.00 | 08/22-08/22 | 1 | 1 | 1 | \$175.00 | |
| Rating: 1.4 | | | | | | | | | | | | |
| 8 | 8 | TH | 3P-4P | JUDGE JUDY | :30 | \$175.00 | 08/23-08/23 | 1 | 1 | 1 | \$175.00 | |
| Rating: 1.4 | | | | | | | | | | | | |
| 9 | 9 | F | 3P-4P | JUDGE JUDY | :30 | \$175.00 | 08/24-08/24 | 1 | 1 | 1 | \$175.00 | |
| Rating: 1.4 | | | | | | | | | | | | |

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Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

| | |
|--------------------|--------------|
| Salesperson Phone# | 202-955-5342 |
| Salesperson FAX# | 917-206-9589 |

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-------------|----|-----|---------|---------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| Rating: 1.4 | 10 | M | 3P-4P | JUDGE JUDY | :30 | \$175.00 | 08/27-08/27 | 1 | 1 | 1 | \$175.00 | |
| | 11 | SU | 4P-5P | M*A*S*H | :30 | \$53.00 | 08/26-08/26 | 1 | 1 | 1 | \$53.00 | |
| | 12 | TU | 5A-530A | GOOD DAY UTAH | :30 | \$140.00 | 08/21-08/21 | 1 | 1 | 1 | \$140.00 | |
| Rating: 1.1 | 13 | W | 5A-530A | GOOD DAY UTAH | :30 | \$140.00 | 08/22-08/22 | 1 | 1 | 1 | \$140.00 | |
| Rating: 1.1 | 14 | TH | 5A-530A | GOOD DAY UTAH | :30 | \$140.00 | 08/23-08/23 | 1 | 1 | 1 | \$140.00 | |
| Rating: 1.1 | 15 | F | 5A-530A | GOOD DAY UTAH | :30 | \$140.00 | 08/24-08/24 | 1 | 1 | 1 | \$140.00 | |
| Rating: 1.1 | 16 | M | 5A-530A | GOOD DAY UTAH | :30 | \$140.00 | 08/27-08/27 | 1 | 1 | 1 | \$140.00 | |
| Rating: 1.4 | 17 | TU | 530A-6A | GOOD DAY UTAH | :30 | \$160.00 | 08/21-08/21 | 1 | 1 | 1 | \$160.00 | |
| Rating: 1.4 | 18 | W | 530A-6A | GOOD DAY UTAH | :30 | \$160.00 | 08/22-08/22 | 1 | 1 | 1 | \$160.00 | |
| Rating: 1.4 | 19 | TH | 530A-6A | GOOD DAY UTAH | :30 | \$160.00 | 08/23-08/23 | 1 | 1 | 1 | \$160.00 | |
| Rating: 1.4 | 20 | F | 530A-6A | GOOD DAY UTAH | :30 | \$160.00 | 08/24-08/24 | 1 | 1 | 1 | \$160.00 | |

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42 M 9P-930P NEWS
Rating: 5.0

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

Rep Order# 9798417 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/20/2012 2:46 PM
Last Received: 08/20/2012 2:35 PM
Showing Buylines: All Lines

5 of 5

Station KSTU-TV SALT LAKE CITY, UT

Advertiser () POLITICAL

Product LOVE FOR UT-CD 4

Estimate# 821827

Buyer Lindsay Hanlen

Phone#

Fax#

Agency () SMART MEDIA GROUP

814 KING ST, SUITE 400

ALEXANDRIA, VA 22314

Agency C/P1/P2/E LOVE/ORDR/821827

Flight Dates 08/21/2012 - 08/27/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () DAN DRISCOLL

Salesperson Phone# 202-955-5342

Salesperson FAX# 917-206-9589

LT Ln Day Time Program

43 SU 930P-1005P NEWS

Rating: 4.2

44 SU 530P-6P 30 ROCK

Rating: 0.9

Len Rate Dates Spots/Week # of Weeks Total Spots Total Cost Daypart

:30 \$700.00 08/26-08/26 1 1 1 \$700.00

:30 \$150.00 08/26-08/26 1 1 1 \$150.00

---REPORT TOTALS---

Report Totals: 44 / \$11,889.00

---SALES MONTHLY TOTALS---

Aug 12: 37 / \$9,774.00 Sep 12: 7 / \$2,115.00

Sales Totals: 44 / \$11,889.00

Station Totals: 44 / \$11,889.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$48,369

CABL 0% KDLI 0% KJZZ 0% KSL 6% KSTU 24%
KTVX 21% KUCW 0% KUTV 47% UNKB 0% UNKN 0%

Books null
Demos RA35+